

Module Synopsis – Specialist Diploma in Business Administration

Marketing

The marketing activities necessary to provide goods and services to target customers are examined, as well as the role marketing plays in the social and economic system. Product, price, placement, and promotion are examined within the context of marketing. Upon completion of this module, the student should be able to:

- Build a framework of business terminology to establish a conduit into corporate structures.
- Display an understanding of contemporary business concepts, principles, and practices that explain how businesses market their products and how they operate to accomplish these goals and functions.
- Demonstrate an understanding of how the four P's of marketing (product, price, place, and packaging) work together to distribute existing and new products through various channels and eventually into consumers hands.
- Grasp the significance of how technology affects the business model and understand the impact of the constant changes.

Assessment weighting: Coursework 40%-60% Examination 40-60%

Strategic Management

This module requires knowledge of all functional areas of business. It integrates these areas through analysis of case histories and related readings. Class discussion, presentations and written reports are used extensively. Upon completion of this module, the student should be able to:

- Explain the strategy of concepts of competitive advantage and ways in which sustainable competitive advantage can be achieved.
- Demonstrate, through case analyses, an understanding of strategic management from a functionally integrated perspective.
- Demonstrate understanding of strategic analysis and planning through the research, writing and presentation of an integrated strategic management project.
- Demonstrate team process skills, strategic analysis and decision-making.

Assessment weighting: Coursework 40%-60% Examination 40-60%

Organizational Behaviour

This module examines the manager's role in dealing with behaviour at all organizational levels. It emphasizes the need for interpersonal and group skills. Applications of behavioural science concepts and findings to organizational situations are included. Topics include motivation, communications, leadership, conflict, and change. Upon completion of this module, the student should be able to:

- Illustrate ethical reasoning for a variety of situations.
- Examine social perception, organizational culture, and diversity.
- Recognize an appreciation of individual differences such as intelligence, ability, personality, attitudes, and emotions.
- Show an understanding of influence, power and politics across a variety of settings.
- Discover the ability to manage group level factors and social processes, such as teams, decision making, goal setting, conflict, and negotiations.
- Express an understanding of leadership, effective organizations, job design, managing change, and organizational learning.
- Differentiate between classic, contemporary, and global organizational behaviour theories and topics as evidenced in both oral and written communications.

Assessment weighting: Coursework 40%-60% Examination 40-60%

Designing Operations

This module examines the central concepts of designing operations in both manufacturing and service enterprises. Topics include process strategy, location and layout strategy, job design, quality management, planning, productivity, and the design of goods and services. Upon completion of this module, the student should be able to:

- Assess how an effective operations strategy helps a company or organization improve operational productivity in order to create and maintain competitive advantage in a global economy.
- Demonstrate competency in analysing critical decisions in manufacturing and service organizations and discover how to reduce costs with effective operations management principles.
- Evaluate location and facility layout strategies in relation to the success of every organization.
- Analyse how product design, quality, and process strategy impacts productivity and profitability of a business.
- Analyse operational management situations and demonstrate an ability to make ethical management decisions.
- Demonstrate effective analytical and communication skills.

Assessment weighting: Coursework 40%-60% Examination 40-60%

Business Law

This module is an introduction to the legal system. It includes a survey of courts, legal procedures, torts, and criminal law. It involves an intensive study of the common law of contracts, including contract formation, performance, breach and remedies, as well as a study of the law of sales under the Commercial Code. Upon completion of this module, the student should be able to:

- Develop an understanding of why rules were created and how they can be applied to situations (purpose of the law).
- Discover how law and legal decisions affect business and business transactions.
- Demonstrate knowledge of legal procedure relating to civil cases.
- Recognize the major divisions of tort law and criminal law as they are applied in business contexts.
- Differentiate between Common law and Contract law with a detailed study of the concepts and rules underlying the common law of contracts and law of sales with the intent of discovering the rules for the creation and enforcement of contracts.
- Apply legal reasoning by applying principles derived from cases and statutes to new fact patterns which will demonstrate critical thinking skills.
- Demonstrate an ability to derive policy justifications for legal rules and the application of such policy to new fact patterns.

Assessment weighting: Coursework 40%-60% Examination 40-60%

Managerial Finance

This module is a study of the principles of managerial finance including time value of money, capital budgeting, methods of financing, working capital management and financial statement. Upon completion of this module, the student should be able to:

- Explain how financial markets operate and how they facilitate efficient allocation of resources.
- Outline the key financial statements and employ them to analyse a corporation.
- Calculate the present value and future value of cash flows from various time periods.
- Employ simple valuation techniques in valuing stocks and bonds.
- Evaluate projects using capital budgeting analysis.
- Make use of Excel in working with financial statements and evaluating projects.

Assessment weighting: Coursework 40%-60% Examination 40-60%

Microeconomics

Introduction to the theory of demand and supply and price determination in market economies. The study of individual consumers and producers, different market structures and the distribution of income. Upon completion of this module, the student should be able to:

- Explain the economics of firm resource allocation decisions.
- Interpret the relationship of producers, consumers, and the government in the micro economy.
- Critique market mechanisms and mixed capitalism.
- Analyse supply and demand elasticity.
- Discuss factor markets and their relationship to production costs, product price and demand for economic resources.

Assessment weighting: Coursework 40%-60% Examination 40-60%

International Business

This module discusses economic principles of trade as applied to international business, world international trade environment and trends, world geography and culture as it impacts international trade, knowledge of the operation of importing and exporting, aspects of manufacturing and marketing in foreign markets, and the application of the functions of business to an international business operation. Upon completion of this module, the student should be able to:

- Demonstrate an understanding of the global environment-- history, culture, economics, and alliances/relationships.
- Recognize how business issues (e.g. marketing, management, finance, operations, and human resources are impacted by the global environment.
- Examine specialized topics on international business (e.g. international trade, currency exchange & foreign direct investment).
- Identify the implications of present international business issues and their impact to future international business successes/failures.

Assessment weighting: Coursework 40%-60% Examination 40-60%

Accounting I

This module is a study of the accounting process and use of accounting information in business decisions. Topics include the processing of accounting information, income measurement, accrual accounting, and accounting for assets, liabilities and equity in the corporate environment. The complete accounting cycle for a service and merchandising business and software applications are included. Upon completion of this module, the student should be able to:

- Prepare journal entries, adjusting entries and closing entries.
- Reproduce and analyse financial statements.
- Construct a bank reconciliation and prepare related journal entries.
- Describe and explain the steps of an accounting cycle.
- Recognize the procedure for accounting for uncollectible accounts receivable.
- Calculate the cost of goods sold and the cost of the ending inventory using periodic and perpetual inventory methods.
- Calculate annual depreciation, accumulated depreciation, and book value for a fixed asset using three depreciation methods.
- Demonstrate accounting for current liabilities, including those related to calculating payroll, by creating journal entries, ledger postings, and reports.
- Summarize the information, distribution, and dissolution of a partnership.

Assessment weighting: Coursework 40%-60% Examination 40-60%

Accounting II

This module includes the accumulation and use of accounting information by management in planning, control and decision-making. Topics include product costing, budgeting, cost-volume-profit relationships, variable costing and statement of cash flows. Software applications are included. Upon completion of this module, the student should be able to:

- Describe corporate organization, stock transactions, & dividends.
- Differentiate among types of bonds & make recommendations for purchase.
- Prepare a statement of cash flows, using the indirect method.
- Analyse the contents of corporate annual reports.
- Define and describe the terms and uses of managerial accounting.
- Describe the accounting systems used by manufacturing businesses.
- Classify costs as variable costs, fixed costs, or mixed costs.
- Conduct break-even analysis.
- Prepare a basic income statement budget and explain its objectives and impact.
- Describe types of standards, explain how they are used in budgeting, and compute direct material & labour variances.

Assessment weighting: Coursework 40%-60% Examination 40-60%